

# *Live the Message!*

## **The Secret to the Power of Live Presentations**

**---with John Paval**

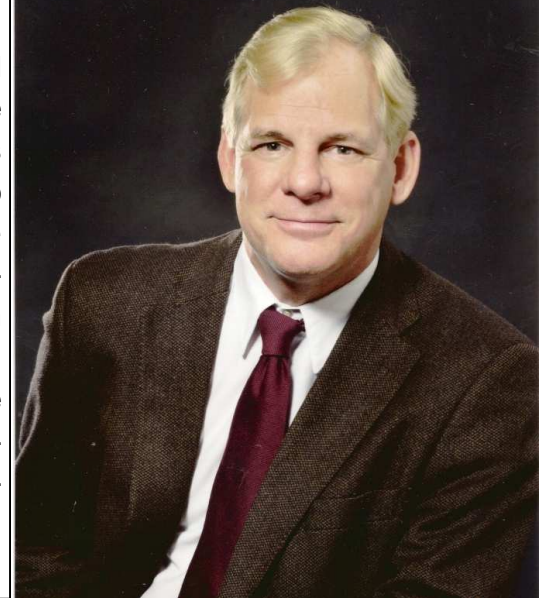
Is there one single secret to preparing and delivering powerful and enjoyable presentations, presentations which can motivate and inspire your audiences, presentations which convince them that your views are right, presentations which persuade them that your cause is just?

Yes there is. This secret has been known since the very beginning of the Western rhetorical tradition. Demosthenes, the greatest of all the classical orators, knew it. Aristotle, the founder of the field of rhetoric as an intellectual discipline, knew it. Shakespeare knew it and wrote about it in Hamlet. And, massive amounts of modern scientific research have reconfirmed and validated this one fundamental truth.

And yet, in all likelihood, your professor of rhetoric at the university never told you this secret. Now, finally, you can know it, too.

Live the Message is an inspirational lecture by presentation skills expert John Paval, based on a talk that was originally prepared and delivered for the faculty and students in the groundbreaking POWER Program in Writing and Rhetoric at Stanford University. In this talk, you'll not only learn what is the secret to effective presentations, you'll also see and hear it demonstrated for you in music, song, poetry, and drama. In the end, you may come to realize why the ancient art of oratory is so powerful and relevant today in the virtual communications environment of the 21<sup>st</sup> century, and how you can begin to put this power to use in your own presentations.

John Paval is an international leader in the art of oral expression and live presentations. The founder of **ICS Sverige**, for the past decade he has conducted workshops and individual coaching for executives and managers at corporate clients like ALSTOM Power, the Saab Defense Group, Ericsson, and Servier Medical Corp and NGOs like IDEA Int'l. He also has been a visiting lecturer in Stanford University's POWER Program in Writing and Rhetoric, the Stockholm School of Economics International MBA Program, the Cross Cultural Rhetoric Program at Örebro University, and the Business2Raise Program for entrepreneurs and start-up businesses at Tietgen Business School in Odense, Denmark sponsored by the European Union.



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